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TELIDON REPORTS

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Government of Canada
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INDUSTRY INVESTMENT STIMULATION

The Telidon Industry Investment Stimulation Program, requested by industry, and announced last February 6 by Communications Minister Francis Fox, is underway. The Government of Canada will have about 6,000 terminals manufactured, and will provide them to business concerns, subject to their purchase of at least an equal number and to the advantages offered by their proposals. It is expected that this program will result in the start-up of about twenty operational systems and market tests.

The program consists of two main activities: the selection of projects to use the terminals, followed by the procurement of the terminals needed for approved projects. The first activity will mostly interest information providers and distributors, whereas the second concerns Telidon terminal manufacturers.

The selection of projects will proceed in the following manner:

- The Department of Communications (DOC) issues a request for proposal to parties interested in using the terminals. This document explains how to prepare and submit a proposal.

- Each interested party drafts a proposal and submits it to DOC.

- DOC reviews all proposals and evaluates them against eligibility rules, conformity to request for proposal requirements, and evaluation criteria.

- The government selects proposals it will support and announces its choices.

- DOC negotiates with each party the terms and conditions of contracts covering use of terminals.

The following are eligible for assistance under this program: Canadian corporations; foreign-controlled corporations incorporated in Canada and adhering to the federal

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government's principles of international business conduct; federal and provincial crown corporations; non-profit organizations; educational institutions.

Evaluation criteria for proposals include: timing; economic and technical viability; ratio of the proposed investment to requested government investment; value, interest and accessibility of content; social distribution. Deadline for receipt of formal proposals is Oct. 5, 1981.

For further details, or to obtain a copy of the request for proposals, contact

Telidon
Industry Investment Stimulation
Department of Communications
300 Slater Street
Journal Tower South, Room 2000
Ottawa, Ontario
K1A 0C8 (613) 996-4243

AT&T ADOPTS ENHANCED TELIDON STANDARDS

American Telephone and Telegraph, the largest communications carrier in North America, unveiled standards at Videotex '81 that ensure compatibility with the Canadian Telidon system.

The AT&T announcement was welcomed warmly by Communications Minister Francis Fox as "a key step to a fully compatible North American videotex environment."

The AT&T standards were developed after lengthy discussions in international standards bodies and bilateral discussions between AT&T and technical experts from the Department of Communications, which developed the Telidon alphageometric videotex format.

"The timing of the announcement could not be better for the Canadian industries associated with Telidon," the Minister said. "The decision by AT&T serves to stabilize the videotex environment in North America at a time when key videotex decisions are being made, and at a time when Canadian industry is well placed to supply segments of the North American market."

The Department of Communications has assisted Canadian firms in the development of expertise in equipment design and system operation through the Telidon program. More than 20 Canadian companies are actively producing Telidon products and services. "We are optimistic that they can capture a significant share of the North American market," Fox said.

Samuel Berkman, Chief of Information Mangement for AT&T, told reporters at Videotex '81 in Toronto May 20 that Telidon is "inherently compatible," with the AT&T standards. Britain's Prestel system would not be compatible with the AT&T standards while France's Antiope system could be made compatible with minor modifications to its hardware, Berkman said. He concluded that Canadian manufacturers will have an edge over their international competitors in the production of videotex equipment for the U.S. market.

Industry analysts estimated that the North American market for videotex products could be as high as $12 billion a year by 1985, of which Canadian firms might be able to capture more than $1 billion annually. Douglas F. Parkhill, Assistant Deputy Minister, Research, for the Department

of Communications, said as many as 100,000 new jobs could be created in Canada by the end of the decade to meet the demand for Telidon equipment and services.

The AT&T standards are compatible with the existing Telidon system and contain several additional functions which are slated for introduction into Telidon systems by the first quarter of 1982. Full compatibility will involve minor changes to software and firmware in Telidon equipment.

David Carlisle, President of Infomart, Canada's largest electronic publisher and distributor of turnkey Telidon systems, told reporters that the AT&T decision was in marked contrast to the argument put forward by Prestel supporters that the public wants an inexpensive videotex system with only rudimentary graphics capabilities. The Telidon system has been successful to date because it is more advanced than the European alphamosaic systems, Carlisle noted, "And now we have the largest and most influential player saying it wants even more performance."

CBS PROPOSES TELIDON COMPATIBILITY

The CBS network has submitted revised teletext standards to the United States Federal Communications Commission which provide for full compatibility with proposed Canadian Telidon broadcast standards. The new proposal from CBS replaces an earlier set of standards based on the French Antiope alphamosaic system. The new standard will support both Telidon Picture Description Instructions and alphamosaic coding instructions. CBS worked closely with researchers from the Canadian Department of Communications in drafting its new standards. In combination with AT&T's decision to adopt an enhanced Telidon format for videotex systems, the CBS proposal is a milestone in the development of fully compatible videotex services throughout North America. Uniform electronic publishing standards would allow the videotex industry to begin mass production and marketing without the uncertainty of incompatibility.

VIDEOTEX '81 MARKS A TURNING POINT

Hailed as a watershed event in the development of electronic publishing, the highly successful Videotex '81 conference in Toronto May 20-22 was marked by a series of major announcements which left Telidon as the unquestioned leader in the North American market and a serious contender to become the preferred international videotex standard.

More than 1,500 delegates from around the world attended the conference at the Royal York Hotel. Many arrived to find Electrohome integrated Telidon user terminals in their hotel rooms, linked to the Star Guide data base listing local restaurants, stores and services, with maps showing how to get there. In the exhibition area, a British Prestel set displayed the conference agenda.

In addition to listening to speeches and panel discussions by more than 90 leading experts in the field of electronic publishing, delegates were able to view some 40 displays from videotex equipment manufacturers and service organizations.

For Canada, the most significant announcements were those by officials of American Telephone and Telegraph and CBS. Telidon's high-quality graphics capabilities and flexibile and efficient data storage and transmission coding will form the heart of the North American videotex standard proposed by AT&T. CBS has also changed its position on a standard for teletext and announced that it will make a new proposal to the FCC for a teletext standard based on Telidon.

The first European-made Telidon terminals were displayed at the conference. The French exhibited a prototype terminal designed to be compatible with both Antiope and Telidon. British delegates displayed a Finnish-made terminal compatible with Telidon and Prestel, as well as a prototype terminal for the Aregon Advanced Graphics System which uses the Telidon concept of Picture Description Instructions. In a sales brochure, Aregon notes that while the cheap, stylized graphics of alphomosaic systems are effective for many uses, "In the fields of business, distribution of technical information, and education and training, however, a greater degree of detail is needed."

While North American officials were elated at the resolution of the standards debate, British delegates were less optimistic.

John S. Suhler, head of the CBS subsidiary which designs videotex products and systems, summed up the American view for the New York Times: "Now we can quit worrying about the problems of incompatibility and focus on the central issues that affect videotex's future -- the creative, business and marketing aspects of providing information and services to the public through these new electronic channels."

However, Richard Hooper, director of Prestel, said there is still one more step to take: creation of an overall standard which would encompass Telidon, Antiope and Prestel. He noted that 26 European countries had worked for four years to reach agreement on an alphamosaic standard which was announced at the conference prior to the AT&T announcement. "British Telecom feels that it is highly desirable to see if these two can be brought together in the interest of the speedy development of the emerging videotex industry."

The British distributed a brochure describing their proposal for "multi-level" videotex and teletext standards. The five levels range from the primitive public service currently offered in Britain through a slightly more advanced level which has an additional character set and additional graphics, to the higher resolution graphics but less efficient coding scheme of Dynamically Redefinable Character Sets proposed as level three. Level four would employ Telidon-type alphageometric coding and permit telesoftware, while level five would permit alphaphotographic transmission. Canadian officials described the British proposal as unnecessarily complex, since the enhanced Telidon format could provide all levels of service more efficiently and in one package.

Apart from the standards debate, much of the attention at Videotex '81 focused on new equipment and new videotex services.

New Telidon data bases displayed for the first time included the VISTA service run by Bell Canada; the Government of Canada data base developed by the Department of Supply and Services Task Force on Service to the Public, the Star Guide data base created by the Toronto Star and Infomart, the Novatex data base developed by Teleglobe Canada, the Grassroots data base developed by Infomart and the Manitoba Telephone System, and Carfax, a data base describing almost 750 automobile models. Carfax allows the user to determine the perfect choice by specifying desired factors such as price, body style, roadholding, acceleration, fuel efficiency and so on.

Hector Martinez Velasquez, Director of the Central Office of Statistics and Informatics in Venezuela, described the success of the Telidon government information service developed in Caracas.

NEW TELIDON CAPABILITIES UNVEILED

An array of advanced features and improvements to Telidon technology were shown publicly for the first time during Videotex '81. Prototype terminals and software developed by researchers at the DOC Communications Research Centre were demonstrated to conference delegates. The new features, which are scheduled for introduction to the Telidon system in the near future, included:

Color PhotoTelidon: Black and white photo reproduction has been a feature of Telidon since the early days of the system. Now, full-color photographs can be reproduced on Telidon using bit-scan technology.

Enhanced - Color Telidon: The standard Telidon terminal offers eight basic colors and eight shades of gray which can be combined to produce a number of tones and textures. Telidon terminals with extra memory will allow the terminal to interpret 4,096 colors and shades of grey. Color look-up tables in the prototype units allow the artist to choose any 16 of the 4,096 colors for a given page. The artist might wish to use eight shades of brown and eight shades of orange for one page and 16 shades of pink for another page. The choice is virtually unlimited. The system is downward compatible so that full-color pages created for enhanced Telidon terminals appear in the basic eight colors when displayed on standard Telidon terminals. Although the prototype terminals were built to display 16 colors per page at a time, the number of colors per page can be expanded to any number through the addition of extra memory.

Telesoftware: Extra memory in the enhanced Telidon terminal allows programs for special functions such as computer games, tax calculations and accounting applications to be downloaded to the terminal from a central computer. The terminal can then be used to perform these special functions without being hooked to the main computer.

This reduces the load on the central computer as well as transmission time and costs. For Vidoetex '81, researchers down-loaded the program for a game called "Jotto" into a demonstration terminal. Visitors were able to play the game on the terminal even though the terminal was no longer connected to the host computer.

PDI Flexibility CRC researchers also mounted a special display to illustrate the hardware independence of Telidon's Picture Description Instructions (PDIs). The display consisted of four different types of videotex terminal receiving and displaying the same sets of PDI's. The four terminals were:

- A high-resolution Micro Video Processor with a Z-80 microprocessor and a resolution of 512 by 512 pixels.

- A standard Norpak Telidon terminal with a 6809 microprocessor and a resolution of 256 by 192 pixels.

- A dynamically redefinable character set (DRCS) terminal with a resolution of 256 by 200 - pixels. The graphics characters were internally generated by the terminal.

- A block-graphics fixed character-cell terminal with a resolution of 960 cells. This unit produced an image of quality similar to alphamosaic systems.

The display was not meant to be a comparison of the different videotex systems. Rather , it showed that through the use of Telidon PDI's, a single data base can serve a wide variety of terminals ranging in display capability from simple block-graphics to high-resolution alphageometric displays. Interpretation of the PDI's can be performed by any general-purpose microprocessor with the appropriate software.

Keyword Access: Included in the Telidon research display was an experimental keyword access system developed for Telidon by Professor Jan Gecsei of the University of Montreal. The system permits the information provider to create a number of independent keyword indexes. Each entry in an index points to up to ten pages whose content is associated with the keyword in question. In addition to keywords and pionters, each index contains a list of up to ten index identifiers. These alternate indexes are searched when a search fails in the original index.

For the purposes of the demonstration, the display allowed keyword access to an Ottawa restaurant guide and teleshopping for electrical appliances in several stores simultaneously.

For more information contact:
Prof. Jan Gecsei, Department of Informatics and Operational Research, University of Montreal, P.O. Box 6128, Station A, Montreal, Que., H3C 3J7. (514) 343-6509.

VIDEOTEX TREE DESIGN STUDIED

The Behavioural Research and Evaluation group of the Department of Communications has published the results of four studies of user response to videotex tree indexes.

Titled "Telidon Behavioural Research 2, The Design of Videotex Tree Indexes," the report describes methods of evaluating the effectiveness of data base design and the relationship between design errors and user search performance.

In a preface to the report, Behavioural Research director Dorothy Phillips describes the studies as "a first step towards developing a set of guidelines for constructing tree-structured indexes. The reports indicate that people do indeed make a substantial number of errors in choosing index items when they are searching for specific information. Some recommendations for improving the tree-index can be made based on this work. As well, the methods used for testing tree indexes can be adapted for testing commercially developed indexes."

The report describes four studies:

1. "The effectiveness of a tree-structured index when the existence of information is uncertain." Results of this study show that people do make errors in their index choices and most errors occur on the first two levels. Users sometimes stop searching before they find existing information.

2. "The use of a tree-stuctured index which contains three types of design defects." For this study, researchers deliberately included three types of design defects in simulated data bases: miscategorization of information, two synonymous labels on a page, and vague category labels. Miscategorization was found to be the most serious defect leading to longer search times. The other defects also impaired performance.

3. "An investigation of user search performance on a Telidon information retrieval system." This study used an early version fo the DOC Telidon data base. Error rates were higher than in previous experiments where simulated data bases had been used. As with previous experiments, many errors occurred in the first two levels of the tree.

4. "The design of videotex tree indexes: The use of descriptors and the enhancement of single index pages." In this study, two experiments were conducted to evaluate the effect of brief descriptions added to each item on an index or menu page, and to test the effectiveness of various index pages formats. The experiments showed little agreement among experts or naive users about what makes the best index page, but pages with descriptors led to fewer errors and were preferred to those which did not. Addition of descriptors reduced errors by up to half.

Copies of the report are available from the Telidon program office. For more information, contact Dorothy Phillips, Behavioural Research and Evaluation, Department of Communications, 300 Slater St., Ottawa, Ont. K1A 0C8. (613) 996-8871.

VISTA UNVEILED AT VIDEOTEX '81

The 500-terminal VISTA trial, which will provide Telidon videotex services to residents of Toronto and Cap Rouge near Quebec City, was officially launched in Toronto May 19 by Communications Minister Francis Fox and Bell Canada Chairman A.J. de Grandpré.

At a reception for members of the press and delegates to Videotex '81, de Grandpré pressed the button calling up the VISTA data base for the first time in public. Some 15,000 pages had been prepared in time for the opening ceremony. The data base is expected to grow to 70,000 pages.

VISTA information providers include government agencies, educational institutions, travel agencies and several of Canada's largest retail chains and financial institutions, among them The Bay, Eaton's, Dominion Stores, The Royal Bank of Canada and Holiday Inns Inc.

Bell Canada is spending nearly $8.5 million for the trial and DOC is contributing $2.5 million through the provision of much of the hardware, including two host computers, 491 Northern Telecom Telidon user terminals and 25 page creation terminals.

De Grandpré termed the opening of VISTA "a milestone in worldwide videotex development."

"We are especially happy that the Telidon technology, without doubt the best in the world today, has been made available to us, along with the expertise of the Department of Communications," the chairman said.

"We think it is important to stress that Bell Canada's role in this enterprise, and in any commercial service which may follow in the future, will be just what it is today with telephones and other telecommunications services -- that of the messenger delivering the goods," de Grandpré said. "What VISTA carries will be determined by others: the information provider group in the first instance, and eventually the subscriber as well. We will exercise no control over its content -- nor could we, if we wished to, under our charter as a regulated common carrier."

VISTA user terminals are being installed in residential and office settings and selected public locations to test the performance of the system and its acceptability and usefulness to the public.

"One of the reasons why we are so anxious to move on quickly with trials such as this is that they will help us chart the future," Fox told the visiting delegates. "We will be most interested in what participating users have to say about this project... We expect to obtain some very interesting data on the electronic information marketplace and the kind of impact it can be expected to have on consumers, industry and society."

The VISTA Telidon user terminals feature integral modems, auto-dialing functions and infra-red remote control keypads which allow one-button user

access to the Vista data base. A DEC PDP-11/70 with 64 ports will serve as host computer. Users are able to switch from English to French data bases with a simple command.

The first issue of the VISTA Directory and User Guide has been published by Tele-Direct (Publications) Inc. for VISTA users and others interested in videotex technology. The guide contains classified yellow pages listing the products and services available from information providers. It also contains advertising and articles in a wraparound Videotex Views Magazine. For more information about Vista, contact Paul Perry, Bell Canada, 5th Floor, 25 Eddy St., Hull, Que., J8Y 6N4. (819) 776-7633.
For a subscription to the Vista User Guide, contact Tele-Direct, Vista Directory, Box 8000, Postal Stn. A, Toronto, Ont., M5W 9Z9.

PROJECT MERCURY LAUNCHED IN N.B.

The first Telidon trial in the Maritimes, Project Mercury, was launched officially on April 29 by the New Brunswick Telephone Company. Project Mercury will test Telidon videotex service as well as other interactive systems including the Harris Vidon remote alarm monitoring and utility metering system. The Department of Communications has provided 20 Telidon user terminals and NB Tel has provided 25. The terminals will be rotated among the 75 homes, businesses and community institutions participating in the trial in the Millidgeville area of Saint John. Public terminals will be placed in the local community college, the newspaper office, the public library, a local (public) high school and on the Saint John campus of the University of New Brunswick. The Project Mercury "Datavision" data base includes local Yellow Pages, government, business and consumer information, a university course calendar, news, weather, sports and emergency information and travel packages. NB Tel is encouraging community involvement in the project and is training students to use information provider terminals. For more information contact J. MacFarlane, N.B. Telephone Company, P.O. Box 1430, Saint John, N.B., E2L 4K2.
(506) 693-6719.

MINISTER LAUNCHES WASHINGTON SYSTEM

The first Telidon teletext service in the United States was launched June 24 by Canadian Communications Minister Francis Fox in a ceremony at the Canadian embassy. The 50-terminal system is being operated by the Alternate Media Center of New York University School of the Arts in association with PBS station WETA-TV in Washington. With technical assistance from the Canadian Department of Communications, the Alternate Media Center is testing the use of Telidon in the delivery of consumer information from newspapers, government agencies and public interest groups.

Fifty Canadian-made terminals have been placed in selected homes and public locations around the U.S. capital. A repeating cycle of Telidon pages is broadcast throughout the city in the vertical blanking interval (VBI) of the WETA TV signal. The Telidon

terminals allow users to view menu pages which guide them to the topics of their choice.

Information providers for the Washington system include the Washington Post, the New York Daily News, the U.S. Weather Service, the Department of Labor, the D.C. Public Library, the General Services Administration, the American Association of Publishers and the Capitol Children's Museum.

The trial service is sponsored by the Corporation for Public Broadcasting, the National Science Foundation, the U.S. Department of Education and the National Telecommunications and Information Administration. For more information, contact Red Burns, Alternate Media Center, New York University, 725 Broadway, Fourth Floor, New York, N.Y., 10003. (212) 598-2852.

PHASE 2 AGREEMENT FOR ELIE

Communications Minister Francis Fox and John Bulman, Chairman of the Manitoba Telephone System, have signed a Memorandum of Agreement covering the second phase of the Project Elie Telidon trial which is to start in the fall of 1981.

Project Elie will provide Telidon videotex and a variety of new communications services via optical fibre to the rural communities of Elie and St. Eustache, about 50 km west of Winnipeg. The first phase of the project involved installation of optical fibre to 150 homes, many of which had previously been served by party-line telephones. Phase one services include single-party telephones, cable television and FM-stereo radio. Phase two will allow ordinary telephone conversation and simultaneous access to videotex and other specialized services. The phase two agreement, signed in the presence of Manitoba Communications Minister Donald Orchard, brings the total funds committed to the project to $9.5 million.

The phase two agreement is worth $1.4 million, to be shared equally by the federal government and MTS. DOC will also contribute about $900,000 for provision of information and other services by Infomart of Toronto. Infomart will also contribute $900,000, bringing the total phase two costs for the 150-terminal trial to $3.2 million. "The project demonstrates what can be accomplished through federal-provincial cooperation and through government industry cooperation," Fox said. For more information contact Carolyn Rickey, Manitoba Telephone System, P.Q. Box 6666, Winnipeg, Man. R3C 3V6, (204) 947-7779.

TELIDON WITHOUT TERMINALS

Starting July 15, more than 600,000 Cable subscribers in Quebec began receiving a Telidon-based information service which can be viewed on television sets without Telidon terminals.

The service is provided to subscribers on the Télécable Vidéotron Ltée. and Cablevision Nationale Ltée. systems by Vidéotron Communications Ltée. which is

responsible for development of the Home Information System/Telidon II project in Montreal.

The special information channel displays Telidon pages at a rate of about six per minute. The pages cover a variety of subjects, including news, sports, timetables, bulletins and general information.

During certain periods of the day, subscribers can request specific information by telephone. More than 6,000 pages per day will be carried on the two cable networks.

Several groups of information providers will participate in preparing pre-packaged information pages and will develop new pages on specific subjects.

Vidéotron is working on the development of its interactive Home Information System which will permit the distribution of more than 1,000 pages of Telidon teletext per second, with the possibility of more than 20,000 pages per teletext cycle. Long-term plans also call for keyword search directories.
For more information, contact Michel Dufresne, Director of Research,
Télécâble Vidéotron Ltée,
90 Beaubien St. W., 6th Floor,
Montréal Qué., H2S 1V7
(514) 270-6031.

CABLE NEWS PROCESSOR FOR TELIDON

A British Columbia firm is marketing equipment which allows cable television system operators to send Telidon pages on a programmed basis to subscribers who are not equipped with Telidon terminals. The Cable News Processor MKI, manufactured by Macdonald Dettwiler and Associates Ltd., allows cable operators to provide Telidon graphics for pictorial news wires. The unit automatically captures stories from conventional news wires or Telidon information provider terminals, reformats them if neccessary, and segregates the information by category. It then schedules the delivery of various categories to cable head ends where the stories are converted to video for broadcast to subscribers. Three separate output channels can be scheduled independently, allowing for narrowcasting or the establishment of special-interest channels. Schedules and formatting can be created or changed on-line at will, through operator control. For more information, contact Macdonald Dettwiler and Associates Ltd.,
3751 Shell Rd., Richmond, B.C., V6X 2Z9
(604) 278-3411.

NORANDA ANNOUNCES MAJOR INVESTMENT

The Noranda Group has announced plans to invest $30 million in Norpak Ltd., the pioneering manufacturer of Telidon equipment. The investment, to be made through Noranda's wholly-owned subsidiary, Maclaren Power and Paper Ltd., is to be used for the further development and production of display systems and, in particular, Telidon equipment.

Norpak president Mark Norton told reporters the new investment will create about 500 jobs over the next two years. The company plans to

produce up to 50,000 Telidon units a month by 1983 and Norton said he expects the price of a basic Telidon decoder could fall to as little as $150 as production increases. Several television equipment manufacturers are studying the possibility of incorporating Telidon modules in their sets at a cost which could be as low as $100 per set, he said.

Communications Minister Francis Fox termed the Noranda decision "a strong vote of confidence in Telidon technology."

Based in Pakenham, Ont., Norpak Ltd. worked closely with the staff at the Communication Research Centre of DOC to develop the first Telidon terminal, which was unveiled in August 1978. Norpak holds certain licensing rights for Telidon decoders and has become a major supplier of Telidon equipment in Canada and abroad.

$3 MILLION SALE TO AUSTRALIA

Consolidated Electronic Industries of Melbourne has reached an agreement with Norpak Ltd. and the Hemton Corp. of Ottawa for the purchase of $3 million worth of Telidon components over the next three years. The components will be integrated into a range of Telidon equipment which will be manufactured in Australia. Items covered by the agreement include information provider terminals, components and Telidon user terminals for stand-alone and closed user group applications.

Hemton President Ian Hembery says his company expects to ship up to 1,000 printed circuit boards, worth more than $1 million, to Consolidated Electronic over the next three years. Hemton developed the Electronic Projector System which allows Telidon pages to be used with sound tracks for audio-visual displays. Norpak expects sales of its equipment to Consolidated Electronic will be about $2 million in the next two years. Deliveries from both firms are to begin in late 1981.

The sale, announced at Videotex '81, follows a month-long trade mission to Australia earlier this year which was headed by John Smirle, former Director of Applications Development for the Department of Communications. The trade delegation also included representaties from Hemton, Electrohome, Infomart and TV Ontario.

Hembery said Hemton and Norpak hope to reach similar agreements with European firms during a visit to West Germany this summer. For more information, contact Larry Dworkin, Dworkin Communications Inc., 40 St. Clair Ave. W., Toronto, Ont., (416) 928-8082; or Mark Norton, President, Norpak Limited, P.O. Box 70, Pakenham, Ont., K0A 2X0 (613) 625-5507.

TELIDON CARD FOR APPLE COMPUTERS

Apple Canada Inc. and Norpak Ltd. have entered into an agreement whereby Norpak will design and

manufacture Telidon interface cards for Apple II and Apple III personal computers. The interface card would be inserted into the Apple computer's expansion slots, allowing the user to receive interactive Telidon services. The cards would also allow Apple owners to create their own pages and become information providers at a reasonably low cost. André Sousan, President of Apple Canada Inc., said Telidon "allows for an exceptional memory usage efficiency and high resolution graphics encoding. I have no doubt that Apple users around the world will respond enthusiastically to a product that is a complete graphics and text communications system." Norpak President Mark Norton noted that "with more than 200,000 Apple II personal computers worldwide, we have the opportunity of gaining maximum international exposure to the Telidon technology." Sales and distribution of the card will be handled by Apple Canada and its sister companies in the U.S. and Europe. No price has yet been established for the interface card.
For more information, contact
André Sousan, Apple Canada Inc., 875 Don Mills Rd., Don Mills, Ont. M3C 1V9 (416) 444-2531; or Mark Norton, Norpak Ltd., P.O. Box 70, Pakenham, Ont. K0A 2X0 (613) 625-5507.

TELIDON VIA LASER LINK

Telidon pages were transmitted via laser from the top of the CN Tower to the Ferguson Building in Queen's Park in Central Toronto this summer as part of an experiment by CNCP Telecommunications. The experiment, supported by the Department of Communications and the Ontario Ministry of Transport and Communications, is one of a series of tests by CNCP to measure the effectiveness of data communications via laser radio systems in varying weather conditions and over a range of distances. Special Telidon graphics pages stored in the DOC host computer at the Communications Research Centre near Ottawa were transmitted by conventional CNCP networks to the CN Tower. From there, they were converted to laser signal and beamed to the Ferguson building, and accessed through a Telidon terminal. CNCP is studying the use of laser for local communications links as an alternative to interconnection with Bell Canada's local telephone networks. "Part of the experiment is to make sure that this system is compatible with all known types of terminals, and Telidon is very prominent", a CNCP spokesman said.
For more information, contact
John Gibson, Director of Public Affairs, CNCP Telecommunications, 3300 Bloor St. W., Toronto M8X 2W9 (416) 232-6365.

COMMITTEE ON TERMINOLOGY

The development of Telidon has been accompanied by the growth of a new jargon which is often confusing to the layman. Old words have been assigned new meanings, new words have been invented, and in some cases several words are being used to express the same meaning. To overcome this

confusion, the University of Quebec has established a committee to develop a lexicon of precise terms and meanings for videotex terminology. For more information, contact Lucie Lupien, University of Quebec, 2875 Laurier Blvd., Quebec, Que., J1V 2M3 (418) 657-2275.

CSA DRAFTING VIDEOTEX STANDARDS

The Canadian Standards Association technical committee on videotex has identified priority areas for standards development and invited interested groups to join its standards writing committees. The CSA T500 series standards deal with the following areas: picture description instructions; information customer terminal/videotex host system protocols; information provider systems/videotex host system protocols; physical interfaces; and network transmission characteristics and parameters.

For more information, contact Brian Weir, Standards Administrator, Canadian Standards Association, 178 Rexdale Blvd., Toronto, Ont. (416) 744-4367.

MUSEUM OF MAN DISPLAYS TELIDON

Visitors to the National Museum of Man in Ottawa can try out a Telidon demonstration terminal situated in the museum lobby. Users can access the DOC host computer at the Communications Research Centre just outside Ottawa to read pages created for the TVOntario data base as well as a number of other demonstration data bases.

The museum has created the first pages for its own National Museum of Man Magazine, which starts on page 4752 of the data base. The magazine contains information about the museum and features on Indian and Inuit transportation and dwelling. There are short quizzes at the end of each section. Co-ordinator for the museum's Telidon project is J. Lomoro. For more information, contact Telidon Requests, General Inquiry Officer, National Museum of Man, Ottawa, Ont. K1A 0M8. (613) 992-3497.

EATON'S FEATURES TELIDON

"With Telidon around -- things are going to be a lot more interesting on the old TV screen!" With those words in a full-page advertisement in the Toronto Star recently, Eaton's became the first major Canadian retailer to introduce Telidon to the public. As part of a sales compaign entitled "Venture into Tomorrow at Eaton's today," the Eaton's main store in Toronto invited the public to a display of Telidon on Electrohome monitors. "Soon you'll be able to do all your shopping at Eaton's at home in front of your TV screen. You'll also be able to book a flight to the Caribbean, shop for groceries, learn Spanish or trade shares on the stock market -- and much, much more. This will all be possible thanks to Telidon," the ad said. In addition to the in-store demonstration, Eaton's is an information provider for the Bell VISTA trial. For more information, contact: Eaton's, 1 Dundas St. W., Toronto, Ont., K4J 2Z4.

CBC PLANS $6M TELIDON PROJECT

The Department of Communications and the Canadian Broadcasting Corporation will conduct a $6 million, nation-wide teletext project over the next three years.

Teletext is the broadcast version of Telidon in which a television station can broadcast up to 300 pages of information encoded in a normally unused part of the TV signal (the black band that separates TV picture frames). With a teletext decoder, the viewer can select desired pages for display on his or her TV set.

Approximately half of the $6 million allocated to the project will be spent on content development. Tentative plans include a TV guide highlighting Canadian television programs, a news-headline service, captioning for the hearing impaired, English and French sub-titles for programs originating in the other official language, and audience-research surveys. The CBC will be responsible for developemnt of the information which will be constantly updated.

In the first phase of the project, two parallel systems will be set up, one in French and one in English. In the first year, testing will be conducted primarily in 150 homes in Montreal and 150 homes in Toronto. A number of terminals will be located in public places in all 10 provinces. In the second year, further research will be conducted with a larger sample of the population: 250 homes in Montreal, 150 in Toronto and 150 in Calgary as well as those in public places across the country.

Terminals will also be supplied to CBC regional offices. About 750 terminals in all will be used in the first phase. Other Telidon teletext decoders, such as those used by TVOntario, will also be able to receive the CBC teletext signals.

The project will begin in 1982 and continue through 1983. For more information, contact Marius Morais, CBC, 1400 Dorchester Blvd. E., P.O. Box 6000, Montreal, H3C 3A8. (514) 285-2614.

CHANGES IN DOC TELIDON STAFF

The DOC research branches responsible for the Telidon program have undergone a number of organizational changes with the arrival of staff to administer new programs and the departure of three senior members of the Telidon team.

Herb Bown, described by Communications Minister Francis Fox as "the father of Telidon," has left his position as Director General of Information Technology to join Norpak as Vice President of Corporate Development. John Smirle, formerly Director of Applications Development for Telidon, will also take a senior post at Norpak.

J.P. Lauzon, Manager of the Telidon Program Office, has joined Infomart's recently-expanded Ottawa office.

Douglas Parkhill, Assistant Deputy Minister Research, has announced a number of senior appointments related to Telidon research and operations, and others are pending.

William Sawchuk, formerly Deputy Director General of Information Technology responsible for Research and Development, has been named Director General Information Technology and Systems, primarily responsible for activities at the Communications Research Centre.

James Feeley, formerly Director of Telidon Operations, has been named acting Director General Informatics Applications Management, responsible for field trials, for Industry Investment Stimulation Program, the Public Initiatives Program, Applications Development and the CBC project.

C.D. O'Brien, formerly Senior Systems Technology Adviser, has been named Director of Telidon Systems Research and Development.

Roy Marsh, formerly responsible for industrial liaison and strategies, has been named acting Director for Application Development and the IISP.

J.F. Perrier, formerly DOC coordinator for the VISTA trial, has been named acting Director for the CBC/DOC Telidon Project.

Bob Baser, formerly Program Manager of Software Systems, has been named acting Director of Data Base Development.

Keith Chang, coordinator of the Project Elie opitical fibre Telidon trial, has named acting Director Trials.

MARKETING ADVANCED TECHNOLOGY

Senior trade officials from government, experts from the financial sector, professionals in trade law, and executives from advanced technology firms will cover a number of marketing-related topics during a two-day seminar in Ottawa Sept. 21 and 22.

The seminar, which will feature a special session on telecommunications, will deal with all aspects of importing and exporting high technology products. Speakers include Trade Minister Ed Lumley, Justice Minister Jean Chretien, Herb Bown, Vice President of Norpak, John Kelly, Chairman of NABU, Penelope Bunge, Director of Materials for Mitel, and Don Paterson, Vice President of Wood Gundy Ltd.
For more information contact Sheila Smith, Roblen Communications Ltd., Suite 1007, 130 Albert St., Ottawa, K1P 5G4. (613) 236-5198.